	Application No.	Applicant(s)
Notice of Allowability	09/895,894	TENORIO, MANOEL
	Examiner	Art Unit	
	Mary Cheung	3621	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to *amendment filed on 19 May 2006.*

2. ☒ The allowed claim(s) is/are *2-4,7-10,12-14,17-20,22-24 and 27-34.*

3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

    a)☐ All   b)☐ Some*   c)☐ None   of the:

        1. ☐ Certified copies of the priority documents have been received.

        2. ☐ Certified copies of the priority documents have been received in Application No. _____ .

        3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

    * Certified copies not received: _____ .

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.

5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.

    (a)☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached

        1)☐ hereto or 2)☐ to Paper No./Mail Date _____ .

    (b)☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____ .

    Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).

6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☒ Notice of References Cited (PTO-892)

2. ☐ Notice of Draftperson's Patent Drawing Review (PTO-948)

3. ☐ Information Disclosure Statements (PTO-1449 or PTO/SB/08), Paper No./Mail Date _____

4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material

5. ☐ Notice of Informal Patent Application (PTO-152)

6. ☐ Interview Summary (PTO-413), Paper No./Mail Date _____ .

7. ☒ Examiner's Amendment/Comment

8. ☒ Examiner's Statement of Reasons for Allowance

9. ☐ Other _____ .

EXAMINER'S AMENDMENT

1.   An examiner's amendment to the record appears below. Should the changes

and/or additions be unacceptable to applicant, an amendment may be filed as provided

by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be

submitted no later than the payment of the issue fee.

2.   Authorization for this examiner's amendment was given in a telephone interview

with Steven J. Laureanti on July 24, 2006.

3.   The application has been amended as follows:

        31.   **(Currently Amended)** An electronic commerce system for watermarking

data associated with one or more products, comprising:

        means for generating an algorithm for creating a particular watermark pattern in

data, the data associated with one or more products available from one or more sellers,

the data comprising one or more of product attribute values for each of the one or more

products, seller attribute values for each of the one or more products, and product

descriptions for each of the one or more ~~products~~ products, the data being stored in one

or more databases accessible to one or more buyer computers for search queries for

data associated with certain of the products, the generated algorithm comprising a

sifting function for creating the particular watermark pattern in the data for identifying the

data and the source of the data, without adversely affecting the use of the data, the

sifting function alters printable American Standard Code for Information Interchange

(ASCII) characters in the data, wherein the particular watermark pattern ~~comprising~~

comprises a plurality of non-printable ASCII characters inserted throughout the data

according to a pre-defined arrangement, and the particular watermark pattern facilitates

identification of a copy of the data and does not affect authorized use of the data by the

one or more buyer computers; and

means for applying the sifting function to the data to create the particular

watermark pattern in the data.

32.   **(Currently Amended)** An electronic commerce system for watermarking

data associated with one or more products, the system comprising:

a global content directory server for generating an algorithm for creating a

particular watermark pattern in data, the data associated with one or more products

available from one or more sellers, the data comprising one or more product attribute

values, seller attribute values, and product descriptions for each of the one or more

products, the data being stored in one or more databases accessible to one or more

buyer computers for search queries for data associated with certain of the products, the

generated algorithm comprising a sifting function for creating the particular watermark

pattern in the data for identifying the data and the source of the data, without adversely

affecting the use of the data, the sifting function alters printable American Standard

Code for Information Interchange (ASCII) characters in the data, wherein the particular

watermark pattern comprises a plurality of non-printable characters inserted throughout

the data according to a pre-defined arrangement, and the particular watermark pattern

facilitates identification of a copy of the data and does not affect authorized use of the

data by the one or more buyer ~~computers;~~ computers, ~~and in response to generating~~

~~the algorithm for creating the particular watermark pattern in the data, applying~~ wherein

the sifting function is applied to the data to create the particular watermark pattern in the data.

Allowable Subject Matter

4.   Claims 2-4, 7-10, 12-14, 17-20, 22-24 and 27-34 are pending and are allowed.

5.   The following is an examiner's statement of reasons for allowance:

The closest prior art of Downs (US 6,226,618 B1) teaches securely pack and deliver digital content.

In regarding to independent claims 31-34, Downs taken either individually or in combination with other prior art of record fails to teach or suggest generating an algorithm for creating a particular watermark pattern in data, the generated algorithm comprising a sifting function for creating the particular watermark pattern in the data for identifying the data and the source of the data, without adversely affecting the use of the data, wherein the particular watermark pattern comprises a plurality of non-printable ASCII characters inserted throughout the data according to a pre-defined arrangement, and the particular watermark pattern facilitates identification of a copy of the data and does not affect authorized use of the data by the one or more buyer computers, and applying the sifting function to the data to create the particular watermark pattern in the data.

6.   Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

7.   The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

Levy (US 2001/0044899 A1) discloses transmarking of multimedia signals.

Alattar et al. (US 2002/0009208 A1) discloses authentication of physical and electronic media objects using digital watermarks.

Article titled "Watermarking Cyberspace" by Berghel (Communications of the ACM, v40n11, pp 19-24, November 1997, ISSN: 0001-0782).

Inquire

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Mary Cheung whose telephone number is (571)-272-6705. The examiner can normally be reached on Monday – Thursday from 10:00 AM to 7:00 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, James Trammell, can be reached on (571) 272-6712.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

The fax phone number for the organization where this application or proceedings

is assigned are as follows:

(571) 273-8300   (Official Communications; including After Final

Communications labeled "BOX AF")

(571) 273-6705   (Draft Communications)

Mary Cheung
Primary Examiner
Art Unit 3621
July 28, 2006